

What is claimed is:

1. An image database, comprising:
a database of one or more advertising images, each image having a plurality of associated layers of metadata.
2. The image database of claim 1, wherein the database is adapted to associate the layers of metadata with each image dynamically.
3. The image database of claim 2, wherein the database is adapted to dynamically associate the layers of metadata with one or more images in response to one of a user ID of the image requestor, a location input, a business relationship characteristic of the image requestor, a promotion type input, and a language input.
4. The image database of claim 1, wherein the database is adapted to selectively update the images and/or associated layers of metadata in response to vendor input.
5. The image database of claim 1, wherein the database is adapted to search the images and/or associated layers of metadata in response to one of a query input by a user, a user ID of the image requestor, a location, a business relationship, a promotion type, and a language input.
6. A method of operating a database of advertising images, comprising:
selecting an advertising image; and
selecting two or more layers of metadata associated with the selected image.
7. The method of claim 6, wherein selecting an advertising image further comprises selecting an advertising image in response to a query by one of an advertiser and a publisher.
8. The method of claim 6, wherein selecting two or more layers of metadata associated with the selected image further comprises selecting two or more pre-generated layers of metadata associated with the selected image.

9. The method of claim 6, wherein selecting two or more layers of metadata associated with the selected image further comprises selecting two or more dynamically generated layers of metadata.
10. The method of claim 9, selecting two or more dynamically generated layers of metadata further comprises selecting two or more dynamically generated layers of metadata utilizing one of a user ID of an image requestor, a location input, a business relationship characteristic of an image requestor, a promotion type, and a language type.
11. The method of claim 6, further comprising:
updating the selected advertising image and two or more layers of metadata in the database utilizing input from a vendor.
12. A method of operating an advertising image repository, comprising:
selecting an advertising image and two or more layers of metadata associated with the selected image from the advertising image repository.
13. The method of claim 12, wherein selecting an advertising image and two or more layers of metadata associated with the selected image from the advertising image repository further comprises selecting an advertising image and two or more layers of pre-generated metadata associated with the selected image from the advertising image repository.
14. The method of claim 12, wherein selecting an advertising image and two or more layers of metadata associated with the selected image from the advertising image repository further comprises selecting an advertising image and two or more layers of dynamically generated metadata associated with the selected image from the advertising image repository.
15. The method of claim 14, selecting two or more dynamically generated layers of metadata further comprises selecting two or more dynamically generated layers of

metadata utilizing one of a user ID of an image requestor, a location input, a business relationship characteristic of an advertiser, a promotion type, and a selected language.

16. The method of claim 12, further comprising:
updating the selected advertising image and two or more layers of metadata in the advertising image repository utilizing a changed image or metadata from a vendor.
17. A computer-readable medium having computer-readable instructions stored thereon for execution by a processor to perform a method comprising:
selecting an advertising image from a repository; and
selecting two or more layers of metadata associated with the selected image from the repository.
18. The computer-readable medium of claim 17, wherein selecting an image from a repository further comprises selecting an advertising image from a database.
19. The computer-readable medium of claim 17, wherein selecting two or more layers of metadata associated with the selected image from the repository further comprises selecting two or more pre-generated layers of metadata associated with the selected image.
20. The computer-readable medium of claim 17, wherein selecting two or more layers of metadata associated with the selected image from the repository further comprises selecting two or more dynamically generated layers of metadata.
21. A method of embedding information on alternative items in an image picturing a desired item, comprising:
generating a list of alternative items for the desired item; and
encoding the list of alternative items in a watermark containing two or more layers of data in the image of the desired item.

22. The method of claim 21, wherein generating a list of alternative items for the desired item further comprises generating a list of alternative items, where the list of alternative items includes available variations of the desired item in one of sizes, colors, and item features.
23. The method of claim 21, wherein generating a list of alternative items further comprises generating a list of alternative items, where at least one alternative item is an accessory for the item.
24. A method of accessing one or more layers of data encoded in an image by geographic location, comprising:
decoding a watermark containing two or more layers of data with a reader; and
selecting a subset of the two or more data layers to view based on the geographic location of the reader.
25. The method of claim 24, wherein selecting a subset of the two or more data layers to view based on the geographic location of the reader further comprises executing a process based on the geographic location of the reader, where the process is one of accessing the internet, accessing a database, and accessing a program.
26. The method of claim 24, wherein selecting a subset of the two or more data layers to view based on the geographic location of the reader further comprises selecting a subset of the two or more data layers to view based on the geographic location of the reader, where the geographic location is input by one of a user input, a global positioning (GPS) receiver, a time zone, and a language selection.
27. A method of charging for publication, comprising:
embedding two or more layers of associated metadata in an image provided by a client;
printing the image in a publication; and
charging the client for the publication.

28. The method of claim 27, wherein charging the client for the publication further comprises charging the client for the publication based on a total size of the image.
29. The method of claim 27, wherein charging the client for the publication further comprises charging the client for the publication based on whether the image of the client is a primary subject of the publication.
30. The method of claim 29, wherein charging the client for the publication based on whether the image of the client is a primary subject of the publication further comprises charging the client for the publication based on whether the image of the client is a primary subject of a page of the publication.
31. A method of sharing the costs for a publication, comprising:
embedding two or more layers of associated metadata in one or more images provided by a plurality of advertisers;
printing the images in a publication; and
distributing the cost of the publication within the plurality of advertisers.
32. The method of claim 31, wherein printing the images in a publication further comprises printing the images in an advertisement.
33. The method of claim 31, wherein distributing the cost of the publication within the plurality of advertisers further comprises distributing the cost of the publication equally within the plurality of advertisers.
34. The method of claim 31, wherein distributing the cost of the publication within the plurality of advertisers further comprises distributing the cost of the publication prorated by a total size of one or more images of each advertiser in the publication.
35. The method of claim 31, wherein distributing the cost of the publication within the plurality of advertisers further comprises distributing the cost of the publication within the plurality of advertisers based on whether one or more images of a selected advertiser are the primary subject of the publication.

36. The method of claim 35, wherein distributing the cost of the publication within the plurality of advertisers based on whether one or more images of a selected advertiser are the primary subject of the publication further comprises distributing the cost of the publication within the plurality of advertisers based on whether one or more images of a selected advertiser are the primary subject of a page of the publication.
37. A method of operating a printer, comprising:
receiving a print job containing one or more images, each image having a plurality of layers of associated metadata; and
logging the use of each image as it is printed on a print medium.
38. The method of claim 37, wherein logging the use of each image as it is printed on a print medium further comprises logging the printing use of each image and one or more layers of metadata.
39. The method of claim 37, wherein logging the use of each image as it is printed on a print medium further comprises logging a size of each image on the print medium.
40. The method of claim 37, further comprising:
charging image licensing fees and/or royalties to a client based on the number of times an image is logged at the printer.
41. The method of claim 37, further comprising:
charging advertising fees to one or more vendors based on the number of times an image is logged at the printer.
42. A method of defining multiple layers of metadata for a watermark in an image, comprising:
generating a raster scan of an image with two or more layers of metadata encoded into a watermark, wherein the watermark is one of a high coding rate watermark and a watermark containing a plurality of sub-watermarks, each sub-watermark encoded with a different encoding method and/or transform; and

encoding the raster scan into a page description language (PDL) definition.

43. The method of claim 42, wherein the page description language (PDL) is one of PCL5, PCL6, and Postscript.
44. The method of claim 42, wherein encoding the raster scan into a page description language (PDL) definition further comprises encoding one or more raster scans into a page description language (PDL) definition, wherein at least one raster scan encodes two or more layers of metadata encoded into a watermark.
45. A computer-readable medium having computer-readable instructions stored thereon for execution by a processor to perform a method comprising:
generating a raster scan of an image with two or more layers of metadata encoded into a watermark, wherein the watermark is one of a high coding rate watermark and a watermark containing a plurality of sub-watermarks, each sub-watermark encoded with a different encoding method and/or transform; and
encoding the raster scan into a page description language (PDL) definition.